

From: S=Gray; G=Avis; I=P.; O=msmail; P=rjrt; A=rjnx400; C=us  
Posted: 3/6/97 13:51  
Opened: 3/6/97 16:20  
Subject: MARLIN REGIONAL REPORTS

The January update to the MARLIN Regional Reports (i.e., Region Ranking and Outlets within Region) in MRS includes the Montclair data that is tied to BAT, not Montclair that is tied to Commonwealth. Thus, you will notice an extremely small share number for the month of January and January YTD in these reports. This will be fixed with the February data update in MRS as we provide you with Montclair and Montclair.C in the brand line up.

Montclair represents the brand for the period December, 1996 and prior, while Montclair.C (as tied to Commonwealth) represents the brand for the period January, 1997 forward.

If you have any questions, please call me at 910-741-6476.

Shari Hawkins  
Business Strategy & Planning

51853 1624